RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

May 20, 1998

RJR Account #026040
Mr. F. Attea
M. ATTEA & BROS.

JULY: WINSTON $1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800750

Dear Frank:

WINSTON .50¢ OFF/PACK SPECIAL OFFER TEAR TAPE 'OFF-INVOICE' PRODUCT has been ordered (see quantities listed below), as well as **60** SKUs of preassembled Counter Displays (Item #542810) to pack the above promotion for your participating retail accounts *(this includes **9 Displays for Shosho** and **12 Displays for J. Kern**). **(Note: This is not 'pre-sleeved' product.)*** All additional pertinent promotional information is listed below:

#/ (6M) Cases Promoted Product	Brand Styles	UPC Code
2	*Winston Box*	12300-25379
4	*Winston Light Box*	12300-25380
2	*Winston Ultra Lt Box*	12300-25381

Product / Premium Arrival: **June 29, 1998**
Ship Date to Retail: **Week of: July 13, 1998**

Displays (Item #542810)
SKU CUBE: **1.6113**
SKU WT (w/o Product): **3.2200 lbs**
Retail Sales Offer per Sku: **20 units**

Billing per Sku: **4 Cartons**
EFT $ Amount: **$2,120.94**

PARTNERS 'BONUS' REPORTING DESCRIPTION	WIN_JUL_$1/2_PKS

51859 6612

Source: https://www.industrydocuments.ucsf.edu/docs/phfn0000

$1.00 Off 2-Pack Tear Tape
M. ATTEA & BROS.

Promotion Description:
Utilize 40-Pack Shipper Display. Place 2 packs into each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units:
1 Carton: *Winston Box*
2 Cartons: Winston Light Box
1 Carton: *Winston Ultra Lt Box*

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
Refer to enclosed 'Wholesaler Packing Instructions' for Display Load

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $14.00 per **promoted 6M** case for all displays packed and shipped to retail on a timely basis. This equates to **$112.00 (8 (6M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,
Judy
J. Campbell
Promotional Coordinator / 1610
/jc
cc: K. Jurgensen
L. E. MacWilliams
Encl: Retail Customer List
Wholesaler Packing Instructions
Winston Flyer

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JULWIN-1.DOC

51859 6613

Source: https://www.industrydocuments.ucsf.edu/docs/phfn0000

5N55B2 WORKPLAN VAP TEMPLATE LISTING PAGE: 1
DATE: 98-05-20
TIME: 01:42 PM

WHOLESALER : 026040 MILHEM ATTEA & BROS., INC. <DIRECT>
TEMPLATE : 800750 80700 WIN JUL $1/2-NO
TEMPLATE SEQ : 0916
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162601	162625	076920	DELAWARE VARIETY	569 DELAWARE AVE	BUFFALO	NY	14202	3				(716)882-5246
162601		492594	BISHARA BROS.	1302 PIERCE AVE	NIAGARA FALLS	NY	14301	2				(716)282-9663
162601	162626	398853	MARIO'S	2304 PINE AVE	NIAGARA FALLS	NY	14301	2				(716)282-4391
162601	162625	647757	G&G PETROLEUM	1543 NIAGARA ST.	BUFFALO	NY	14213	2				(716)882-8334
162601		760242	B'S QUICK MART	1060 NIAGARA FALL	N TONAWANDA	NY	14120	2				(716)692-7271
162602		562504	HHH DELI	262 COMSTOCK AVE	BUFFALO	NY	14215	2				(716)834-6945
162603	162623	397467	MERRY MART	6150 SENECA ST	SPRING BROOK	NY	14140	2			026040	(716)652-9587
162603	162629	745889	REECE MOBIL ONTHERU	1051 HARLEM RD	CHEEKTOWAGA	NY	14227	2		1449-0000		(716)825-0311
162603	162625	396910	SUPERIOR FOOD KING	1084 CLINTON ST	BUFFALO	NY	14206	2	NYS			(716)853-9280
162603	162625	812740	RICOTA'S MARKET	206 ELK ST	BUFFALO	NY	14210	2	NYS			(716)825-9135
162603	162625	397178	HARRY'S DELI	275 ABBOTT RD	BUFFALO	NY	14220	3	NYS			(716)823-3036

PAGE BREAK TOTAL ACCOUNTS 11 TOTAL QUANTITY 24

TEMPLATE TOTAL ACCOUNTS 11 TOTAL QUANTITY 24

********** END OF REPORT FOR PROMOTION 800750 **********

+ 9 Displays Shosho
+ 12 Displays J. Kern
45

51859 6614

Source: https://www.industrydocuments.ucsf.edu/docs/phfn0000

WHOLESALER PACKING INSTRUCTIONS

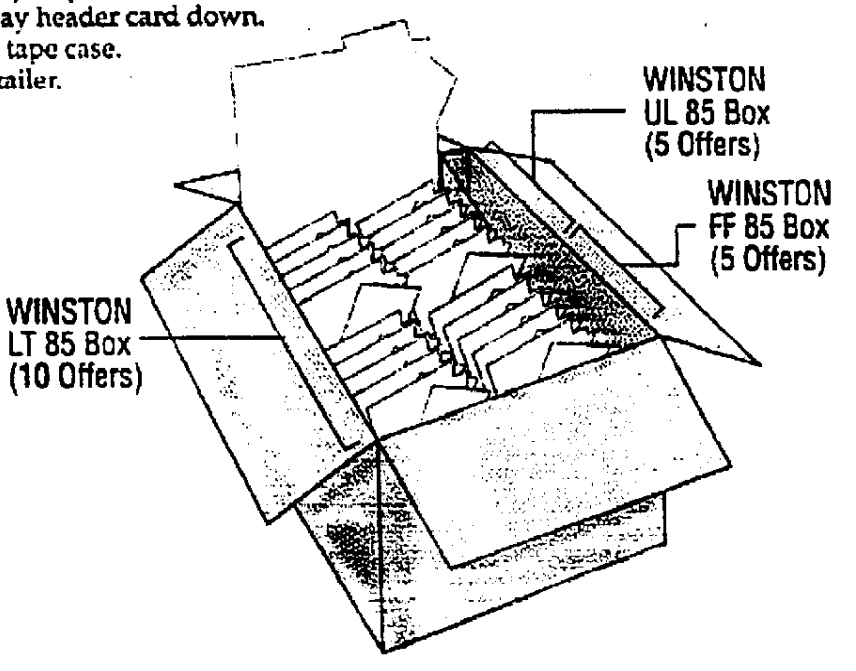
VALUE ADDED PROMOTION | **3RD QTR.'98**

July Winston $1 OFF 2 Packs

(Winston Buy 2 Packs Get $1 Off)

STEPS

1. Open WINSTON $1 OFF 2 PACKS shipping case. Inside will be 20 pre-assembled sleeves ready for loading. (*10 sleeves will be marked WINSTON LT 85 Box. 5 sleeves will be marked WINSTON UL 85 Box. 5 sleeves will be marked WINSTON FF 85 box.*) DO NOT REMOVE SLEEVES FROM KIT.
2. Place 2 Packs of the appropriate WINSTON style 50¢ off tear tape product into each style specific sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 542810

MSA Promotion Reporting Description: WIN JUL $1/2 PKS

Brand Style	Box	LT Box	ULT LT Box			
Number of Cartons	1	2	1			

51859 6615

Source: https://www.industrydocuments.ucsf.edu/docs/phfn0000

PTD IN U.S.A.

$1.00 off with 2-pack purchase.

- Here's a summer promotion to heat up your sales.
- Proven traffic builder – smokers save a buck with 2-pack purchase.
- Eye-catching packaging highlights full flavor, lights and ultra-light styles.
- Fully integrated support materials include counter display and paster.

©1998 R.J. REYNOLDS TOBACCO CO.

51859 6616

Source: https://www.industrydocuments.ucsf.edu/docs/phfn0000